

Defining and Translating Motivations and Values January 14, 2021

Description

Clearly defined motivations and values are the underpinning of an effective family philanthropy strategy—they articulate a purpose, provide direction, and serve as a measure of accountability. They are also a dynamic and ever-evolving tool to guide donors and their family through the lifecycle of their philanthropic effort. Yet many families engage in social impact strategies without intentionally identifying aims and naming collective values. In this webinar, learn how to facilitate productive conversations on motivations for giving, strategies for translating shared values into action, and how to successfully carry forward values across generations.

Summary and Resource List

Webinar Takeaways

Values should be explored first, defined, and then translated into the work of the foundation.

- Explore
 - Families should engage in an open and honest dialogue that explores the motivations for giving and values that are important to them.
 - In these conversations, families can ask questions about purpose, reflect on the role of stewardship, and identify the ultimate aims and objectives of their philanthropy.
- Define
 - Defining values means taking the important information discovered in the exploration phase and articulating these findings into guiding principles that often take the form of mission, vision, and values statements.
- Translate
 - Translating values is about how you apply the motivations and values into the work. This can span all different aspects of your giving:
 - Governance: Using motivations and values as a decision making framework.
 - Grantmaking: Turning values into funding areas and grantmaking strategy.
 - Operations: Translating values into practices through values-aligned approaches to operations, investments, and relationships with communities served.
 - Culture and Legacy: Maintaining values by communicating them across generations, revisiting values as the next gen grow into leadership, and continuing to align values with the foundation as it evolves.

Definitions and Key Phrases

- **Motivations** are the reason or reasons one has for acting or behaving in a particular way. For the purposes of this conversation, *motivation* is the inspiration and rationale behind why a donor gives – it is the purpose and the aim, the core of why one commits to philanthropy.
- **Values** are the core principles, characteristics, and behaviors that underlie all our decisions and actions, that we feel are most important and influence our everyday lives and philanthropic choices. Values span a broad range of ethical, spiritual, and political tenets that guide your decision making and relationships.
- **A values statement** for a foundation typically describes how the values of the family inform the grantmaking and practices of the foundation.

Important Questions

- When considering your motivations and values, think through these questions:
 - What motivates you to give?
 - What do you want to accomplish with this effort?
 - What are the values that are important to you and your family?
 - Why did you choose the identified values?
 - How will you align your giving with your values?

Resources

- [10 Questions to Help Start the Values Conversation](#)
- [Chapter 2: Core Values of a Splendid Legacy, Splendid Legacy 2](#)
- [Family Values, Family Philanthropy](#)
- [Four Ways Values Inspire and Ground Our Grantmaking](#)
- [Policy Central: Getting Started with Family Philanthropy – Sample Mission, Vision, Values Statements](#)
- [The Stanford PACS Guide to Effective Philanthropy](#)

Featured Speakers



Katherine Lorenz joined NCFP as a Senior Advisor in the fall of 2020. In her role, Katherine leads the strategy around NCFP’s partnerships with other philanthropy-serving organizations in an effort to build meaningful sector collaboration. She leverages her deep content expertise to assist with special consultancies and NCFP programming.

Previously, Katherine spent nearly a decade leading the Cynthia and George Mitchell Foundation, her family’s philanthropy focusing on environmental sustainability in Texas. In 2020, she transitioned to the role of Board Chair at the Mitchell Foundation. Previously, she served as Deputy Director for the Institute for Philanthropy, whose mission is to increase effective philanthropy in the United Kingdom and internationally. Prior to that, Katherine lived in

Oaxaca, Mexico for nearly six years where she co-founded Puente a la Salud Comunitaria, a non-profit organization working to advance food sovereignty in rural Oaxaca.

Katherine currently serves on the Boards of Directors of the Cynthia and George Mitchell Foundation, Puente a la Salud Comunitaria, the Environmental Defense, The Philanthropy Workshop, and the Endowment for Regional Sustainability Science. She co-founded the Next Gen of the Giving Pledge group and serves on the Philanthropists Council of the Beacon Collaborative, the Leadership Council of the Greater Houston Community Foundation, and the national advisory committee of USC's Irene Hirano Inouye Philanthropic Leadership Fund. Katherine holds a B.A. in Economics and Spanish from Davidson College.



Jaimie Mayer currently serves as Board Chair of The Nathan Cummings Foundation. Prior to her appointment as the first member of her generation to serve as Board Chair, she served on the board of the foundation for 18 years. In the philanthropic space, Jaimie is a consultant working predominantly with next gen philanthropists as well as nonprofits looking to expand their reach to the next gen. She is also a theatre producer, having produced both on Broadway and off, as well as serving as the Managing Director of Magic Theatre in San Francisco. She holds an MFA in Theatre Management and Producing from

Columbia University's School of the Arts, and is currently pursuing her Executive MBA from NYU Stern School of Business.



Nicholas Tedesco is the President and Chief Executive Officer of the National Center for Family Philanthropy (NCFP).

Prior to joining NCFP, Nick served as a Senior Advisor in the J.P. Morgan Philanthropy Centre where he provided clients with insights and services to help meet their philanthropic goals through innovative advice, thought leadership and opportunities for learning and collaboration.

Previously, Nick served as a Relationship Manager and Program Officer at the Bill & Melinda Gates Foundation, where he helped launch the Giving Pledge—an effort led by Bill and Melinda Gates and Warren Buffett to encourage the world's wealthiest individuals and families to commit the majority of their wealth to philanthropy. In this role, Nick managed relationships with current and prospective members of the pledge, as well as their staff and advisors. He helped to connect global philanthropists with one another in effort to exchange knowledge and encourage collaboration.

Nick began his career in the social sector as the Deputy Director of the Children's Health Forum—a national nonprofit focused on the prevention and eradication of childhood diseases that disproportionately impact underserved communities.

Nick was named to the inaugural Chronicle of Philanthropy 40 Under 40 ranking in 2016. He has been quoted in the New York Times, Wall Street Journal MarketWatch, San Francisco Business Times and other notable publications. He serves on the Regional Board for UNICEF USA and as a panelist for the Echoing Green Fellowship and MacArthur Foundation 100&Change Initiative. Nick received a B.A. from Villanova University and resides in Washington, D.C.